



Thursday, April 30, 2015

DCU Center, Worcester

Register for FREE:

www.mass.gov/massbuys

ADVERTISING OPPORTUNITIES

92% of attendees reported that they utilize the Program Directory as a reference tool after the event.

Advertise today to make an impression that will last year-round. Reach both MASSbuys EXPO attendees and the government purchasing community not in attendance on April 30 during and after the MASSbuys EXPO.

Program Directory Advertising

Drive buyers to your booth through the MASSbuys EXPO Program Directory, the go-to source for the event distributed to all attendees at MASSbuys registration. The Program Directory includes the exhibitor list, the MASSbuys EXPO schedule, workshop schedules, and the exhibit hall floor plan. Attendees refer to this Program Directory throughout the year and often share it with their colleagues – keeping you top of mind well after the EXPO.

<u>BLACK & WHITE AD SIZE</u>	<u>MEASUREMENTS</u>	<u>PRICE</u>
Full-page	7 ¼ x 9 ¼	\$800
Half-page	7 ¼ x 4 ¾	\$500
Quarter-page	3 ½ x 4 ¾	\$300
Business card	3 ½ x 2 ¼	\$150